

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **December 13, 2005, Work Session**

AGENDA ITEM NO.: 2

CONSENT:

REGULAR: **X**

CLOSED SESSION:
(Confidential)

ACTION:

INFORMATION: **X**

ITEM TITLE: **Marketing Project Report**

RECOMMENDATION: No action required.

SUMMARY: The attached memorandum from Director of Communications and Marketing Joann Martin provides a brief introduction to this work session agenda item. Also attached is a copy of the Council report and the relevant section of the minutes from the October 26, 2004 work session.

PRIOR ACTION(S): As noted.

FISCAL IMPACT: N/A

CONTACT(S): JoAnn Martin, 455-3801

ATTACHMENT(S): Memorandum, Council Report, Excerpt from the minutes.

REVIEWED BY: lkp

Memo

To: The Honorable Members of City Council
From: JoAnn Martin, Communications and Marketing
CC: Kim Payne, City Manager
Bonnie Svrcek, Deputy City Manager
Date: December 9, 2005
Re: Marketing Partnership Progress Report

In October 2004, City Council was asked to endorse the efforts of the Department of Communications and Marketing to create a Marketing Partnership with the expected outcomes of increased awareness of all marketing efforts currently underway by various agencies; the identification of cooperative marketing opportunities with these agencies, and the creation of a City Marketing plan based on sound marketing concepts, achievable goals, and realistic expectations.

The Marketing Partnership comprised of the departments of Communications and Marketing, Parks and Recreation, and the Office of Economic Development, as well as Lynchburg City Schools, Lynch's Landing, and the Lynchburg Regional Chamber of Commerce Travel and Tourism Division have conducted a number of fact-finding meetings with various stakeholders. We are now prepared to make an oral progress report and look forward to speaking with you about continuing efforts to promote this great city.

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **October 26, 2004 Work Session**

AGENDA ITEM NO.: **4**

CONSENT:

REGULAR: **X**

CLOSED SESSION:

ACTION: **X**

INFORMATION:

(Confidential)

ITEM TITLE: **Marketing Project**

RECOMMENDATION:

Endorse the efforts of Communications and Marketing in leading a marketing project that includes the formation of a Marketing Task Force, the performance of a gap analysis of current marketing efforts by identified stakeholders, and the creation of a City Marketing Plan.

SUMMARY:

On February 27, 2001, City Council appropriated \$55,000 from the General Fund Reserve for Contingencies to support the implementation of the Marketing Task Force recommendations that included the update of the City's website. The new website was launched in September 2004.

During the discussion concerning the results of the citizens' survey at City Council's Annual Retreat in August 2004, several members of City Council expressed an interest in improving/expanding the City's marketing efforts. This same interest has been expressed at other City Council Work Sessions and discussions. In response, the Department of Communications and Marketing is proposing to launch a marketing project that would include the formation of a Marketing Task Force. The project will involve stakeholders that are currently marketing the City of Lynchburg, including the Lynchburg City Schools, local colleges, Lynch's Landing, Lynchburg Regional Chamber of Commerce, the Office of Economic Development, the Region 2000 Marketing Committee and others. The project would include a gap analysis to identify and quantify current marketing efforts of all stakeholders; identify and examine any gaps; and identify cooperative opportunities. The expected outcome of the project includes increased awareness of all marketing efforts currently underway, identification and continuation of successful marketing efforts, and the creation of an effective, fiscally-responsible marketing plan for the City based on sound marketing concepts, achievable goals, and realistic expectations.

PRIOR ACTION(S): Council Appropriation on February 27, 2001

FISCAL IMPACT: N/A

CONTACT(S): JoAnn Brown-Martin, Director of Communications and Marketing - 455-3801

ATTACHMENT(S): none

REVIEWED BY: lkp

// A special meeting of the Council of the City of Lynchburg, recessed from the earlier 11:30 a.m. meeting with the Industrial Development Authority Board, was held on the 26th day of October, 2004, at 1:00 P.M., Second Floor Training Room, City Hall. Carl B. Hutcherson, Jr., President, presiding. The purpose of the meeting was to conduct a work session regarding several items. The following Members were present:

Present: Dodson, Foster, Gillette, Helgeson, Johnson, Seiffert, Hutcherson

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Absent:

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// Planning Commission Chair Wayne Dahlgren provided an overview regarding the Planning Commission's annual report delineating its activities for fiscal year ending June 30, 2004.

// Amazement Square Executive Director Mort Sajadian provided City Council with the view of a proposed mural to be placed on the Human Services parking lot wall. Mr. Sajadian explained that mosaic tiles would be used to create the mural, which would reflect past to present development of one section of the riverfront. City Manager Kimball Payne stated that the Downtown/Riverfront Master Plan calls for a future parking deck to be constructed on the property, which could possibly conceal the mural. Mr. Payne questioned if removable panels were still being considered as an option for this site. Mr. Sajadian stated that they were still looking at the costs associated with removable panels, including the potential for higher maintenance costs. On motion of Council Member Dodson, seconded by Vice Mayor Foster, Council by the following recorded vote endorsed the proposed mural to be placed on the Human Services parking lot wall.

Ayes: Dodson, Foster, Gillette, Helgeson, Johnson, Seiffert, Hutcherson

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Noes:

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// Financial Services Director Mike Hill presented an overview of information gathered from use of a Financial Trend Monitoring System (FTMS), as contained in an October 25 report previously furnished to City Council. Mr. Hill explained that the information is to provide a snapshot of the City's financial past and projections for the future based on certain assumptions.

// Communications and Marketing Director JoAnn Martin asked that City Council endorse the efforts of her office in leading a marketing project that includes the formation of a Marketing Task Force, the performance of a gap analysis of current marketing efforts by identified stakeholders, and the creation of a City Marketing Plan. Ms. Martin explained that the expected outcomes of the project includes increased awareness of all marketing efforts currently underway, identification and continuation of successful marketing efforts, and the creation of an effective, fiscally-responsible marketing plan for the City based on sound marketing concepts, achievable goals, and realistic expectations.

// City Manager Kimball Payne presented an alternative proposal that would allow child care centers to provide day care for twelve or less children in a residential neighborhood without having to obtain a Conditional Use Permit (CUP). Mr. Payne explained that the State Code provides that a locality may by ordinance allow the Zoning Administrator to use an administrative process to approve family day homes serving six to 12 children, and that the process would provide for the notification of adjacent property owners and a period of thirty days for any objections to be raised. Mr. Payne went on to say that if the